RESOLUTION NO. <u>20080131-080</u>

WHEREAS, small businesses are the backbone of Austin's economy;

WHEREAS, the growth of small local businesses helps Austin to keep its unique character; **NOW, THEREFORE,**

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF AUSTIN:

That the City Manager is hereby directed to develop a plan to provide the following for small retail businesses:
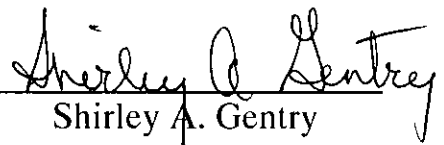
1.   Provide technical assistance for small business owners and entrepreneurs who are interested in expanding to another location,

2.   Expand mentor/protégé programs for small businesses considering expanding their business into a multiple-sites model by linking up these entrepreneurs with business owners who have successfully grown their business to more than one location,

3.   Add seminars and workshops describing what is needed to succeed as a multiple-site business, how this is different from running a business with a single location, what steps an entrepreneur would take to expand their business to another location, and most importantly, how to ensure that the opening of another location will not undermine or cause the failure of the existing business,

4.   Expand existing efforts to help small business owners with the development process, including using the one stop shop, and assistance getting through zoning and building code issues,

5.   Develop a targeted outreach program to existing small businesses that may be considering expansion, to recruit these entrepreneurs to use the above programs, and use the existing outreach program to suggest expansion to those businesses that may not have considered it, and

6.   Further examine the issue of small retail business growth to determine what other steps the City could take to assist these businesses.

The City Manager is directed to develop a plan to pilot this program and deliver it to Council within 60 days, including a cost assessment to determine how much funding would be required to implement and continue such a program.

ADOPTED: _____January 31_____, **2008 ATTEST:**_____

Shirley A. Gentry
City Clerk